



## CITY OF LODI COUNCIL COMMUNICATION

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**AGENDA TITLE:** Presentation by the Lodi Chamber of Commerce Regarding General Plan White Paper Reports and Land Use Map

**MEETING DATE:** October 9, 2007 (Shirtsleeve Session)

**PREPARED BY:** City Manager

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**RECOMMENDED ACTION:** Consider report provided by Lodi Chamber of Commerce.

**BACKGROUND INFORMATION:** The Lodi Chamber of Commerce has developed position papers on several important policy areas dealing with the adoption of a new General Plan and has drafted a proposed General Plan Land Use Map.

The Chamber has requested that it be allowed to make a presentation to the Council. The Chamber's report will be distributed at the Shirtsleeve Session.

Some time ago when the Chamber first approached staff concerning the work of its Task Force, the timing of the Chamber's report was intended to coincide with the release of the City's General Plan consultant's alternatives. Consequently, the Chamber's proposal was to have been presented in the context of several alternative proposals under consideration. Although the Chamber's proposal is now the first to surface, the Council should keep in mind that it will have the opportunity, hopefully in the reasonable future, to consider the Land Use alternative developed by Dyett & Bhatia.

**FISCAL IMPACT:** N/A

**FUNDING AVAILABLE:** N/A

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Blair King  
City Manager

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APPROVED: \_\_\_\_\_

Blair King, City Manager



## F O R E W O R D

The over 820 separate business members of the Lodi District Chamber of Commerce, represented by the Board of Directors, believe this particular General Plan update to be of critical importance. These businesses range from the very small to having hundreds of employees. Industries represented include manufacturing, distribution, agriculture, retail, high technology and service sectors. Their business success is in part tied to the ongoing success of our city. At this time in our City's history, Lodi faces core directional changes. Strategies must continue to uphold the community values and enterprise spirit that has forged our well respected and successful community for the past one hundred years.

Facing unprecedented regional population growth in the next several decades, it is absolutely crucial we maintain our city's uniqueness and its strong tie to agriculture. Lodi must continue to provide a place to live and work that is unique in comparison to other valley communities. We can only accomplish these goals through a strong local economy. The men and women whose ideas make up this report represent a cross section of Chamber business interests and are active in the Lodi community. They and those they represent have strong opinions on what it is going to take to keep Lodi economically strong and sound going forward.

For these reasons the Lodi Chamber thought it important to examine the key elements driving Lodi's future and with *one voice*, offer direction for this General Plan. The 20 Chamber members working on this project spent over 400 individual hours researching, discussing, compiling and writing these six White Paper reports. The results of the effort are compiled into six narratives that are written so as to guide policy and philosophy on how Lodi should grow.

Our process included 5 large group meetings of the 20 members. Open discussion centered on each key target area of interest which later became the title categories of the White Papers. A smaller group of seven took responsibility for drafting and review of the documents. The White Paper drafts were then brought back to the full group for affirmation and refinement. The large group took two meetings with the documents before reaching consensus on all six White Paper reports. A corresponding map was developed to graphically depict some of the ideas relative to land use.

Finally, the Board of Directors met and enthusiastically received and endorsed the full and completed report on August 27, 2007. At that time, the Board authorized release of the full report to the City of Lodi and the community.

It is our sincere hope that this document will help those responsible for drafting and approving this General Plan update. Those charged with this task should consider the economic influences that need to drive the orderly, planned growth in the industrial, commercial and residential segments while providing for a viable agricultural sector. The delicate balance between these sectors provides for Lodi to be the vibrant and distinctive community it is today.

As Board Chair, it was my honor to participate in this General Plan Task Force process and work with the business men and women who gave their time, talents and ideas toward this effort. The group's consensus produced the White Paper reports that provide a General Plan guideline for Lodi's prosperous future while enhancing our unique and attractive attributes as a community.

Eric Daegling  
2007 Board Chairperson